



# RāhgiriAI

The "Didi" every rural student needs.

A multilingual, interest-first career mentor for Bharat.



# The "Class 10" Trap

Guesswork decides careers.

In rural India, stream selection is often based on hearsay ("Sharma ji's son took Science"). There is no data, no guidance, and limited knowledge of options beyond Engineering/Medicine.

Result: 40 years of a career they hate.





# | Solution: Interest-First Logic

We don't ask "*What do you want to become?*" because they don't know yet.

We ask simple questions in **Hindi, Punjabi, or Urdu**:

- ✓ Which subject homework is easy?
- ✓ Do you like fixing machines or helping people?

**Result:** A data-backed stream choice, not a guess.



Which subject is easy?

Maths

History

# How It Works: The Logic Matrix



**Input A**

"I like Maths"

+



**Input B**

"I like Farming"



**Agri-Engineering**

Not just generic  
"Engineering"



# | Hyper-Local & Practical

## **Real-Time Location**

Detects "Nalagarh" and suggests the nearest Govt Polytechnic, not a college in Mumbai.

## **Financial Reality**

If income is < 1.5 Lakh, we show Govt Scholarships (NSP) and low-fee courses first.

## **Indian Context**

Includes ITIs, Polytechnics, and Vocational courses, not just expensive degrees.





# Business Model



## **B2B (Schools)**

License "Career Labs" to private rural schools.

₹10k/year per school



## **Affiliate**

Commissions from Skill/Vocational training centers.

₹500 per enrollment



## **Freemium App**

Free basic roadmap. Paid mock interviews.

₹49/month



The background of the slide is a photograph of a classroom. In the foreground, two young girls in school uniforms are seated at wooden desks, focused on writing in their notebooks. The classroom has light-colored walls and windows with blue frames. A semi-transparent white box with rounded corners and a red border on the left side is centered over the image, containing the text.

## The Vision

To ensure no student in Bharat fails simply because they didn't know *what* to do.

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